Business Heel

The purpose of this heel, besides making plenty of money for the station (and perhaps some for the very successful heeler) and to train the aspiring member in the functions and processes of the business department. During the heel the heeler will be required to get some grasp of our bookkeeping, be able to write continuity, be able and successful in selling advertising, and to create his own individual sales package to be presented by him to a potential advertiser.

Package will contain
- Given number of minute, 30sec,etc sppts written by the heeler.
- Cost estimate of package based on rate card, discounts, and other features of a package.
- Schedule of type of programming best suited to advertiser.
- Written presentation telling advertiser why he should buy our advertising.

This creqtion, and the use of it successfully, is the major responsibility of the heeler. He is to keep in close contact with our local sales representative Shel Van Dolen and the business manager as to their success of failures in approaching the assigned businesses.

Question 19. On the average, how many round trips do you make each year between your home and college?

	Total Response	%	Yale Response	%
1 trip	25	2%	3	2%
2 trips	159	10%	20	15%
3 trips	240	16%	33	24%
4 trips	237	16%	17	13%
5 trips	206	14%	12	9%
6 trips	149	10%	12	9%
7 trips	59	4%	6	4%
8 trips	81	5%	11	8%
9 trips	19	1%	1	1%
10 or more	301	20%	16	12%
None	27	2%	5	4%
TOTAL	1503	100%	136	100%

Question 20. During the current school year, how many vacation trips have you taken to destinations more than 200 miles from either your home or college (exclude trips between home and college mentioned in #19).

	Total Response	%	Yale Response	%
0 trips	721	48%	66	49%
1 trip	326	22%	31	23%
2 trips	222	15%	17	13%
3 trips	94	6%	10	7%
4 trips	36	>2%	4	3%
5 trips	33	2%	2	2%
6 trips	18	1%	-	-
7 trips or more	34	>2%	2	2%
No Response	19	>1%	4	3%
TOTAL	1503	100%	136	100%